

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing form:	Thom Brooks Fil Powell	Curriculum/Department:	Real Estate
Purpose/Mission Statement:		Vision Statement: (3-5 years)	
<p>The Real Estate program follows the guidelines established by the North Carolina Real Estate Commission. These guidelines require that the program prepare students for the NC State Licensure Examination. In addition, the program offers the broker course RLS 117 (60 hrs.) for students preparing to become real estate brokers. Secondly, the commission requires completing students to be entry-level practitioners in the real estate industry. In addition to the N.C.R.E.C. guidelines, the program attempts to teach students skills to use in business situations they may encounter throughout their professional lives.</p>		<p>In order to keep the program advancing with current technologies, the program should be accessible through computer-enhanced materials. This would include a lab/classroom to deliver the course through computer-enhanced materials and CD-ROM materials. Student testing and a cyber class would also be incorporated into this plan. Course offerings could also be expanded to include alternative schedules; days, nights, locations, ITV.</p>	
Program Strengths:		Program Weaknesses:	
<p>The North Carolina Real Estate Commission provides curriculum guidance to support consistent, accurate instruction in real estate courses. This is a high-demand program with strong enrollment potential. The recent employment of a veteran real estate educator is also a strength for this program.</p>		<p>Difficulty attracting qualified faculty for real estate is the main weakness of this program. The NC Real Estate Commission sets guidelines for instructor qualifications and licensure. It is difficult to attract brokers with the necessary experience and knowledge into teaching. As a result, we are constrained in our course offerings so that we are often unable to serve all the students who desire real estate education.</p>	
Program Opportunities:		Program Threats:	
<p>The real estate program has the potential for growth and development consistent with population and housing trends in our region. This program could be a cornerstone of our planned Macon Campus, where demand for real instruction is the highest in our service area. Additionally, this program could be expanded to Cashiers, Cherokee, or Bryson City as a face to face course or via interactive television.</p>		<p>Poor performance of students on licensing exam and historical inability to meet course demands; if we do not maintain a reputation of available courses and proven results from graduates, then potential students will look to other colleges or proprietary schools.</p>	

Goal #	Values for Teaching	College Goals	2006-2007 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
1	1 2 6 9	1	Students will demonstrate the technical proficiency necessary for provisional licensure as North Carolina Real Estate Brokers.	80% of first time test-takers will pass the North Carolina Real Estate License Examination.	<ul style="list-style-type: none"> • Provide effective instruction in real estate brokerage pre-licensing concepts as prescribed by the North Carolina Real Estate Commission. • Monitor results of student performance on the NC Real Estate Licensing Examination.
2	1 2 6 9	1	Students will demonstrate an understanding real estate law and brokerage practice as required for brokerage licensure in North Carolina.	First-time test-takers will score at least 80% on the Real Estate Law - Brokerage Practice section on the North Carolina Real Estate License Exam.	<ul style="list-style-type: none"> • Provide effective instruction in real estate law and brokerage practice as prescribed by the North Carolina Real Estate Commission. • Monitor results of student performance on the NC Real Estate Licensing Examination.
3	1 2 6 9	1	Students will demonstrate an understanding of Real Estate Finance as required for brokerage licensure in North Carolina.	First-time test-takers will score at least 80% on the Finance section on the North Carolina Real Estate License Exam.	<ul style="list-style-type: none"> • Provide effective instruction in real estate finance as prescribed by the North Carolina Real Estate Commission. • Monitor results of student performance on the NC Real Estate Licensing Examination.
4	7 9	1 4	Identify additional qualified instructors and assist in the development of new instructors for the real estate program.	Contracting with at least one qualified instructor or assist with the development of one new instructor.	<ul style="list-style-type: none"> • Search through the sphere of the Community College system for existing instructors • Soliciting new instructors and support their development toward becoming Real Estate Commission qualified instructors.

5	6 7	1	Develop alternate schedules of real estate courses to enhance prospective students' access to accelerated real estate education.	Offering at least one pre-licensing course in an accelerated or alternate timeframe	<ul style="list-style-type: none"> • Determine accelerated timeframe and meeting dates for pre-licensing and mathematics courses. • Schedule and deliver accelerated pre-license and mathematics courses.
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Budget Item Description: (Budget items requested from college funds)	Current Year Budget (Total Request):	Ongoing Operational Budget:	Expansion Budget:
Supplies-	200	200	
Equipment-	300	300	
Travel-	1,500	1,500	
Program Accreditation-			
Other-			
TOTALS	2,000	2,000	

Goal	Criteria Results Be sure to utilize most current data available	End of Year Analysis (Goals achieved, impact of equipment purchased, improvements to your program, contingencies, etc.) Describe how you used the results to improve your program
1.	Goal not met. 57% of first time test-takers passed the North Carolina Real Estate License Examination.	Results indicate that our efforts to improve success on the real estate exam have not yielded positive results on student performance. Overall success of all candidates on the exam has declined in recent years, with the community college average being 66%. Math and license law are the areas where our students perform most poorly. A new full-time instructor will begin in August 2007, and developing strategies to improve exam performance will be a priority.
2.	Goal not met. First-time test-takers scored an average of 76.9% on the Real Estate Law - Brokerage Practice section on the North Carolina Real Estate License Exam.	Results indicate that we were close to meeting this goal, but real estate completers' performance must still improve.
3.	Goal met. First-time test-takers scored an average of 83.7% on the Finance section on the North Carolina Real Estate License Exam.	Results indicate that real estate completers demonstrate an understanding of Real Estate Finance as required for brokerage licensure in North Carolina. Finance and miscellaneous topics are our strongest areas of performance on the state exam.
4.	Goal not met. Program coordinator presented resume from one state approved instructor. Employment was not pursued because of the low exam success rate of that instructor's students.	Recruitment, development, and mentoring of new adjunct faculty will be a priority for our new program coordinator during 2007-2008. This is critical to our efforts to offer quality post licensing courses at conveniently scheduled times.
5.	Goal met. An accelerated real estate course was offered over six-weekends during Fall 2006 at the Macon Center.	Accelerated schedules have appeal to some students who want to expedite the process of preparing for the state exam, and this model is used with some frequency in proprietary schools. Our first effort offer an excelled schedule was successful in its logistics but disappointing in the performance of the students. We should exam how other colleges and private schools are structuring accelerated classes and identify best practices for a successful model at our college.

